



Missouri Travel Barometer
March 2015 Report
(Data available as of 04/13/15)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

March Report Highlights

Lodging Statistics: 2015 Calendar Year to Date through February

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown strong growth in ADR while other states are showing stronger growth in Occupancy, RevPAR, and Demand.

Missouri Lodging:

Demand up 4.1% -- Occupancy up 3.7% -- ADR up 4.1% -- RevPAR up 7.9%

SIC Tourism business sales and tax collections: 2015 Calendar Year to Date through January

- For FY14, a 4.8% (\$536.2 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- In CY14, a 5.0% increase (\$572.6 million) is indicated from preliminary reports on 17 SICs for January – December
- For CYTD15, a 9.6% (\$78.6 million) sales revenue increase is indicated by preliminary reports on 17 SICs for January

Website Visits: 2015 Calendar Year to Date through March

- Total web visits (main site and mobile visits) were up 35.5% for March CYTD compared to the same period in 2014
- Total web visits (main site and mobile visits) were up 42.2% for March 2015 compared to March 2014

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2015 Calendar Year to Date through March

- 39,732 for 2015 YTD – an increase of 71.4%
- For the month of March compared to last March, there was a 20% increase

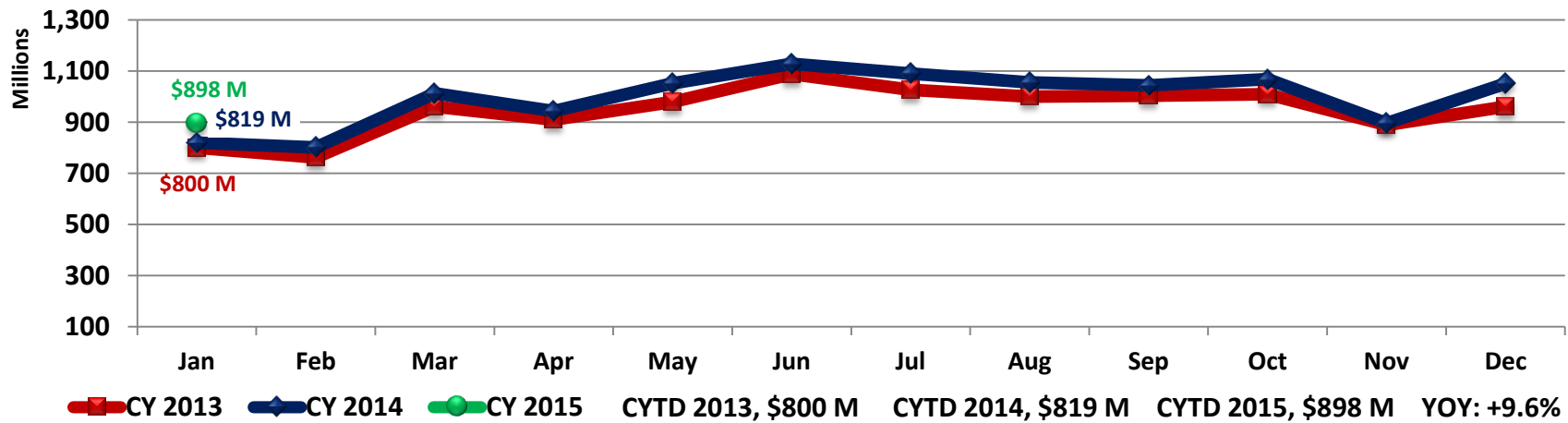
Welcome Center visits: 2015 Calendar Year to date through March

- For CY 2015 the centers are down 17.6% for March CYTD compared to the same period in 2014
- For the month of March only compared to last March, there was an 18.4% decrease

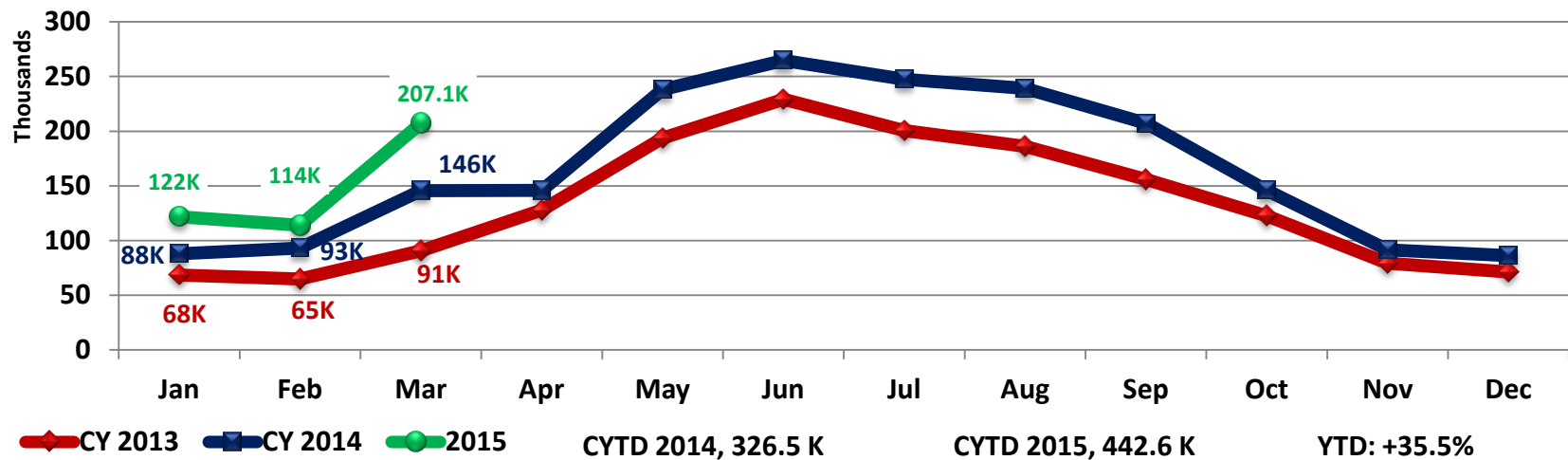
Commercial airport deplanements: 2015 Calendar Year to Date

- KC up 4.9% for Jan-Feb 2015 CYTD
- St. Louis up 4.5% for Jan 2015
- Columbia up 47.1% for Jan-March 2015 CYTD
- Springfield up 1.3% for Jan-Feb 2015 CYTD

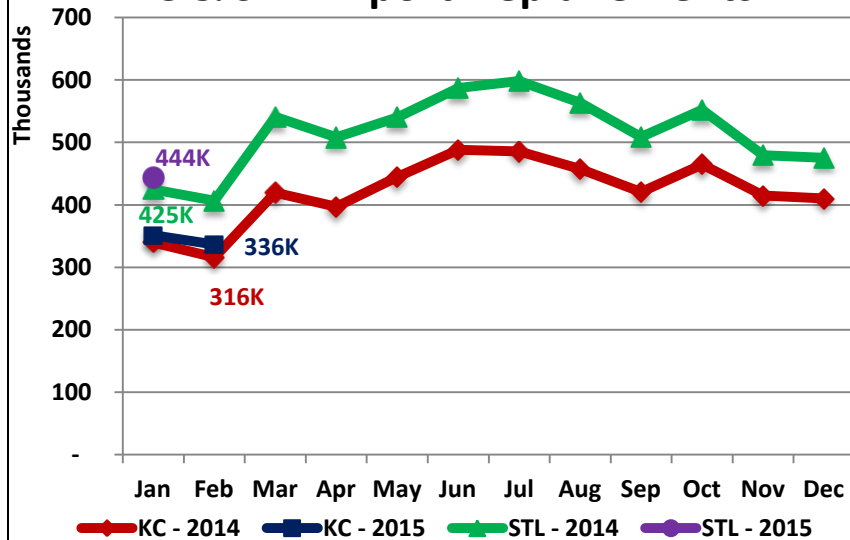
Sales Revenue from 17 Tourism SICs



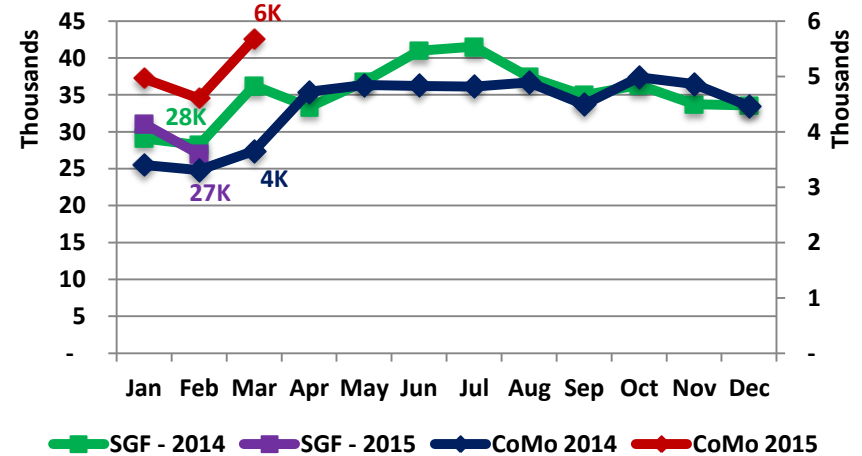
Total Web Visits



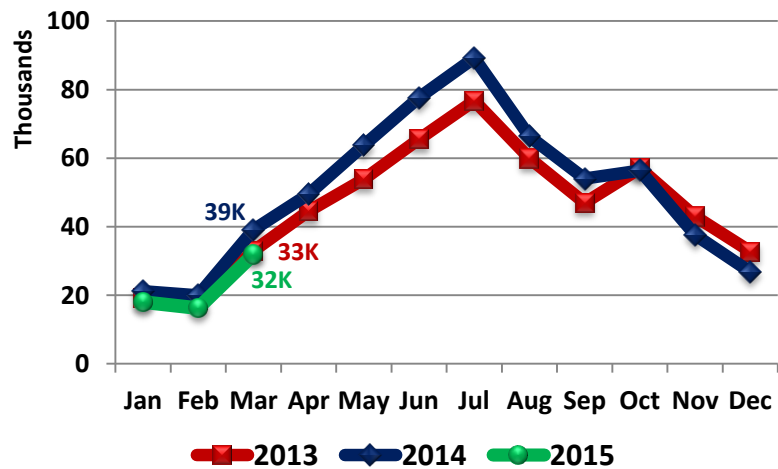
KC & STL Airport Deplanements



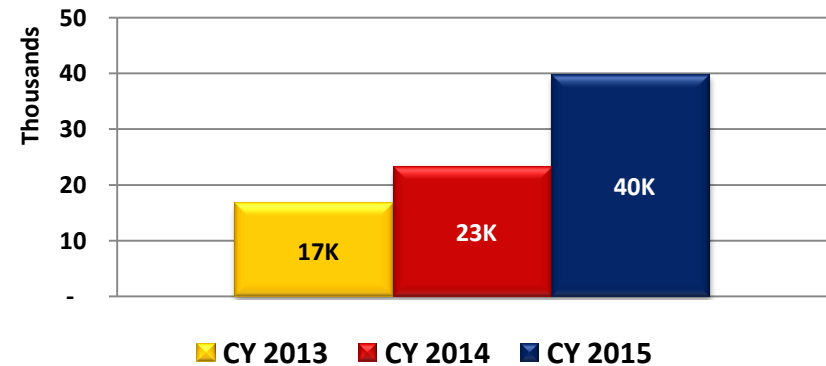
Columbia & Springfield Airport Deplanements



Welcome Center Visitors



CYTD Responses thru March



Responses are requests for information including calls, web orders, RSL, mail, & lead generation programs.